

WASATCH COUNTY TOURISM PROFILE

County Indicator	2010	2011	2012	% Change 2011-2012	State Ranking
DEMOGRAPHIC					
Population	23,705	24,417	n/a	-	
Total Non-Ag Employment	5,840	6,024	n/a	-	
Non-Ag Avg Monthly Wage	\$2,598	\$2,605	n/a	-	
Per Capita Income	\$26,608	27,442	n/a	-	
Unemployment Rate*	9.7%	7.9%	n/a	-	
SPENDING & EMPLOYMENT					
Spending by Travelers**	\$90,697,741	\$100,443,461	\$108,281,238	7.8%	
Travel & Tourism Related Employment	1,707	1,814	1,885	3.9%	
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	\$4,743,555	\$5,297,401	\$5,679,400	7.2%	
Transient Room Tax	\$816,634	\$1,089,446	\$1,154,835	6.0%	
Restaurant Tax	\$321,425	\$367,311	\$384,853	4.8%	
Retail Sales					
Gross Taxable Retail Sales	\$267,088,259	\$292,186,604	\$322,418,156	10.3%	
REGIONAL VISITATION COUNTS					
Skier Days at Utah Resorts	4,048,153	4,223,064	3,802,536	-10.0%	
Wasatch Mountain S.P.	359,871	357,696	256,877	-28.2%	
Deer Creek S.P.	359,365	305,748	360,565	17.9%	
Utah Lake S.P.	278,664	285,359	280,422	-1.7%	
Jordanelle S.P. (2 Locations)	265,208	257,675	323,689	25.6%	
Timpanogos Cave N.M.	120,238	96,963	136,764	41.0%	
Rockport S.P.	132,415	146,314	157,575	7.7%	
Starvation S.P.	61,539	70,044	89,697	28.1%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2010 calculations

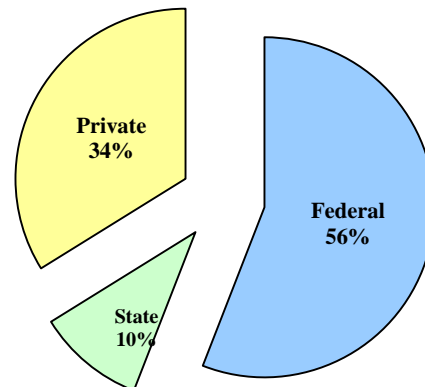
r= revised

Land Ownership - 2012		% Total
Total Acres in County		100.0%
Federal Government		55.9%
BLM		0.4%
US Forest Service		55.5%
National Park Service		--
National Wildlife Service		--
Other •		--
State Government		10.3%
Utah State Parks & Recreation		3.0%
Utah State Wildlife Reserves		4.9%
State Trust Lands		2.3%
Other ••		--
American Indian		0.4%
Private*		33.8%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

Land Ownership - 2012



Wasatch County Tourism Profile

